



The relative strengths and weaknesses of Bankrate Inc are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Bankrate Inc compared to the market average is the variable Intangible Assets, increasing the Economic Capital Ratio by 85% points. The greatest weakness of Bankrate Inc is the variable Other Liabilities, reducing the Economic Capital Ratio by 73% points.

The company's Economic Capital Ratio, given in the ranking table, is 116%, being 182% points above the market average of -67%.

Input Variable	Value in 1000 USD
Assets, Current	256,276
Assets, Non-Current	26,798
Cost of Goods and Services Sold	322,080
Depreciation, Depletion, Amortization	58,628
General and Administrative Expense	67,717
Intangible Assets	980,355
Liabilities, Current	80,063
Liabilities, Non-Current	10,849
Other Assets	0
Other Compr. Net Income	-173
Other Expenses	37,092
Other Liabilities	349,231
Other Net Income	-921
Other Revenues	544,943
Research and Development Expense	29,001
Selling Expense	24,332

Output Variable	Value in 1000 USD
Assets	1,263,429
Liabilities	440,143
Expenses	538,850
Revenues	544,943
Stockholders Equity	823,286
Net Income	5,172
Comprehensive Net Income	4,999
Economic Capital Ratio	116%